

Southeast Marine Fishing Tackle Retailers  
Non-response Survey

What we want to look at is the relevant strata and other descriptive info;

Type  
Size  
Percent saltwater  
Employees  
Total retail sales

Q1 – To begin, which of the following best describes your type of business? Is your business a .....

[READ RESPONSES]

1. bait and tackle shop that specializes in sales of bait and tackle
2. a sporting goods store that also sells bait and tackle
3. a boat or marine accessory store or marina that also sells bait and tackle
4. a hardware store that also sells bait and tackle
5. a convenience store that also sells bait and tackle (ex. 7 –11, Handy Mart)
6. a Grocery store that also sells bait and tackle
7. a drug store that also sells bait and tackle
8. a big box discount store, such as Wal-Mart or K-Mart that also sells bait and tackle
9. or, some other type of store [SPECIFY \_\_\_\_\_]
10. Refused, Don't Know, NA

Q2 – Does your business have multiple locations?

1. Yes
2. No [SKIP TO Q4]
3. R, DK, NA [SKIP TO Q4]

Please answer the following questions for the store located closest to you.

Q3 – In what town is this store located?

[INTERVIEWER: TYPE FULL TOWN NAME – ASK FOR SPELLING IF NECESSARY]

---

Q3.1 – What is the zip code of this town?

\_\_\_\_\_

9 – R/DK/NA

[CATI PROGRAMMER: IF Q1 = 1, ASK Q4; OTHERWISE, GO TO Q5]

[LABEL VARIABLE 'ZIPCODE2']

Q4 – Is your business located at a pier?

1. Yes

2. No
3. R, DK, NA

Q5 – What percentage of your total retail sales of all products and services is accounted for by sales to the following categories of customers? Percentages should add up to 100%.

- |   |                |
|---|----------------|
| 5.1 Freshwater anglers _____ %  | 999. R, DK, NA |
| 5.2. Saltwater anglers _____ %  | 999. R, DK, NA |
| 5.3. Non-anglers (customers who come to the store for non-fishing related reasons)<br>_____ % | 999. R, DK, NA |

[IF R DOES NO RETAIL SALES TO SALTWATER ANGLERS, SKIP TO END]

In this next section, we would like you to think about your sales to saltwater anglers only. As best as you can estimate, what percentage of your total retail sales to **saltwater anglers only** is attributable to each of the following. Let me read them all first, then I'll come back to each one.

- (1) - Fishing tackle, like rods and reels, hooks, lures, etc.; (2) bait, live and frozen; (3) fishing and marine accessories, like waders, boat accessories, coolers, binoculars, depth finders, pliers (4) Food and drink, including alcoholic beverages, ice, and tobacco products; (5) clothing; (6) other items, like equipment rentals, rod and reel repair, lottery ticket sales, or other retail merchandise.

I'll go back over them one by one now. Please give me the percentage of your total retail sales to saltwater anglers of each one. [IF RESPONDENT ISN'T SURE, SAY "Just a ballpark estimate will be fine"]

- 7.1 - \_\_\_\_\_ percent (fishing tackle)
- 7.2 - \_\_\_\_\_ percent (bait)
- 7.3 - \_\_\_\_\_ percent (fishing and marine accessories)
- 7.4 - \_\_\_\_\_ percent (food and drink)
- 7.5 - \_\_\_\_\_ percent (clothing)
- 7.6 - \_\_\_\_\_ percent (Other items)

998. Percentage too low to determine [SKIP TO Q17]

999. Ref, DK, NA

Q8 – Please rank the following time periods from the one with the largest total retail sales to saltwater anglers to the one with the smallest total retail sales to saltwater anglers. The time periods are based on calendar year quarters.

1. First Quarter (Jan. – March)
2. Second Quarter (April – June)
3. Third Quarter (July – Sept.)
4. Fourth Quarter (Oct. – Dec.)

Please rank the top three species of fish your saltwater customers are targeting during each quarter starting with the most popular species down to the least popular species.

[TYPE 'NONE' OR 'DK' IN SPACE IF NECESSARY]

First Quarter (Jan. – March)

Q9.1 – 1<sup>st</sup> \_\_\_\_\_  
Q9.2 – 2<sup>nd</sup> \_\_\_\_\_  
Q9.3 – 3<sup>rd</sup> \_\_\_\_\_

Second Quarter (April - June)

Q10.1 – 1<sup>st</sup> \_\_\_\_\_  
Q10.2 – 2<sup>nd</sup> \_\_\_\_\_  
Q10.3 – 3<sup>rd</sup> \_\_\_\_\_

Third Quarter (July – Sept.)

Q11.1 – 1<sup>st</sup> \_\_\_\_\_  
Q11.2 – 2<sup>nd</sup> \_\_\_\_\_  
Q11.3 – 3<sup>rd</sup> \_\_\_\_\_

First Quarter (Oct. – Dec.)

Q12.1 – 1<sup>st</sup> \_\_\_\_\_  
Q12.2 – 2<sup>nd</sup> \_\_\_\_\_  
Q12.3 – 3<sup>rd</sup> \_\_\_\_\_

Could you tell me any other activities or events that contribute to sales to saltwater anglers during each quarter. Examples might be visiting the beach, holidays, fishing tournaments, etc. that influence saltwater angling during that time period.

[TYPE 'NONE' OR 'DK' IN SPACE IF NECESSARY]

Q13 – 1<sup>st</sup> Quarter, Jan. – March \_\_\_\_\_

Q14 – 2<sup>nd</sup> Quarter, April – June \_\_\_\_\_

Q15 – 3<sup>rd</sup> Quarter, July – Sept. \_\_\_\_\_

Q16 – 4<sup>th</sup> Quarter, Oct. – Dec. \_\_\_\_\_

Q17 – Approximately how many years has this business been retailing saltwater fishing bait and tackle?

\_\_\_\_\_ years

Please tell me how many people your business currently employs in each of the following areas:

[99999 = R/DK/NA]

Q18.1 – full-time year round \_\_\_\_\_ [IF = '0' OR R/DK/NA, THEN SKIP Q20.1 AND Q20.5]

Q18.2 – part-time year round \_\_\_\_\_ [IF = '0' OR R/DK/NA, THEN SKIP Q20.2 AND Q20.6]

Q18.3 – full-time seasonal \_\_\_\_\_ [IF = '0' OR R/DK/NA, THEN SKIP Q20.3 AND Q20.7]

Q18.4 – part-time seasonal \_\_\_\_\_ [IF = '0' OR R/DK/NA, THEN SKIP Q20.4 AND Q20.8]

Q18.5 – unpaid family members,  
Including owner \_\_\_\_\_

Q18.6 – unpaid volunteers \_\_\_\_\_

Of the total number of employees at your business, how many are.....

[99999 = R/DK/NA]

Q19.1 – white non-Hispanic \_\_\_\_\_

Q19.2 – white Hispanic \_\_\_\_\_

Q19.3 – Black, non-Hispanic \_\_\_\_\_

Q19.4 – Black, Hispanic \_\_\_\_\_

Q19.5 – Native American/American Indian \_\_\_\_\_

Q19.6 – Eskimo or Aleut \_\_\_\_\_

Q19.7 – Asian or Pacific Islander \_\_\_\_\_

Q19.8 – Of Ethnicity I didn't mention \_\_\_\_\_

Please tell me the average hourly wage paid to the following hourly employees at your business.

**[INTERVIEWER NOTE: ENTER IN A DECIMAL IF APPROPRIATE--5 digits with 1 decimal place; 99.99 = R/DK/NA]**

Q20.1 – full-time year round \_\_\_\_\_

Q20.2 – part-time year round \_\_\_\_\_

Q20.3 – full-time seasonal \_\_\_\_\_

Q20.4 – part-time seasonal \_\_\_\_\_

Please tell me the average annual salary paid to the following employees at your business. Please include only salaried workers and not hourly wage workers that we just discussed ]

**[INTERVIEWER NOTE: ENTER IN A DECIMAL IF APPROPRIATE--9 digits with 1 decimal place, 999,999.99 = R, DK, NA]**

Q20.5 – full-time year round \_\_\_\_\_

Q20.6 – part-time year round \_\_\_\_\_

Q20.7 – full-time seasonal \_\_\_\_\_

Q20.8 – part-time seasonal \_\_\_\_\_

The last two questions ask about sales and expenses. We know these are sensitive issues and want to remind you that your responses are confidential and will not be linked to reported results. Financial data will only be aggregated on a regional basis to protect confidentiality. Without the following information, the interests of businesses that retail bait and tackle equipment cannot be accurately and fairly represented when fisheries managers consider the impacts of regulations on fishery-dependent business.

[INTERVIEWER: IF RESPONDENT EXPRESSES CONCERN ABOUT CONFIDENTIALITY OR LEGITIMACY OF STUDY, ASK IF THEY WOULD LIKE TO SPEAK TO AN AMERICAN SPORTFISHING ASSOCIATION REPRESENTATIVE AT SOUTHWICK ASSOCIATES WHO IS COORDINATING THE STUDY. CONTACT INFORMATION IS: Stephanie Hussey at 703-684-5856]

Q21 – What was the approximate annual retail sales last year (1999) for your store [for the store nearest to you], including all fishing and non-fishing products. Was it above or below.....

[INTERVIEWER: IF RESPONDENT DOES NOT HAVE ESTIMATE FOR 1999, ASK FOR 1998 AND NOTE ESTIMATE IS FOR 1998]

[PROGRAMMER: IF Q2 = 1, THEN GO TO Q21.B. IF Q2 = 2, 3, THEN GO TO Q21.A]

<Start Here>

1. < \$100,000 [SKIP TO Q23]
2. \$100,000 - \$249,999 [SKIP TO Q23]
3. \$250,000 - \$499,999 [SKIP TO Q23]
4. \$500,000 - \$749,999 [SKIP TO Q23]
5. \$750,000 - \$999,999 [SKIP TO Q23]
6. \$1,000,000 or more
7. REFUSED/DK/NA [SKIP TO Q23]

Q22 - IF OVER \$1,000,000, ASK COULD YOU TELL ME YOUR TOTAL SALES ROUNDED TO THE NEAREST \$500,000?

\$ \_\_\_\_\_

9,999,999. – R, DK, NA

Q23 – Based on your most recent tax return, what percentage of each dollar of gross sales is kept as profit? For example, if 10 cents of each dollar of gross sales is kept as profit, then 10 percent of gross sales is considered profit.

\_\_\_\_\_ percent [IF NO PROFIT, ENTER '0' AND SKIP TO Q24, OR, IF GREATER THAN 10, SKIP TO Q24]

**998 – Business loss**

999 – R, DK, NA [SKIP TO Q24]

**Q23.1 What percentage of annual retail sales for your business does your loss represent? For example, if annual retail sales for your business were \$100,000, and your loss was \$10,000, your loss would represent 10% of annual retail sales.**

\_\_\_\_\_ percent

**999 – R, DK, NA**

Q24 – Is this estimate for 1999 or 1998?

1. 1999
2. 1998
3. R/DK/NA

That completes the study. Thank you very much for your time and help. Would you like to receive a summary of the results of this study?

1. Yes
2. No

Mailing address:

---

---

---